John Snow's 1854 cholera map
Open Source Software Development: Leading the Tribe Instead of Following the Herd

One way to make great software...
“You write a great program, regardless of language, by redoing it over & over & over & over, until your fingers bleed and your soul is drained. But if you tell newbies that, they might decide to go off and do something sensible, like bomb defusing <wink>.”

- Tim Peters, 5 Jun 1998
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“The mark of a mature programmer is willingness to throw out code you spent time on when you realize it's pointless.”

- Bram Cohen, 20 Sep 2001
WTF!??!
• One-to-one, one-to-many, many-to-many, many-to-one (yay spam)

• Assume a complete record, even though there may not be

• Active to passive attention
• Public one-to-one converts to one-to-many
• The Google – the act of seeking
• Interest is the driver
Attention = Time + Interest
The internet enables anyone to become an expert in anything given enough attention
Software development transmutes attention into software

• Buy it – proprietary

• Attract it – open source
• The architectural plans for software developed openly on the internet
The Cathedral and the Bazaar
Eric S. Raymond - 1997

• The architectural plans for software developed openly on the internet

Producing Open Source Software
Karl Fogel - 2005

• The operating manual of openly developed software projects
Workforce

+’s

• Very large potential pool of employees
• Can work from anywhere

-’s

• Highly variable expertise
• Usually can’t pay them money
Leadership
Leadership

• Pull, not push
Leadership

- Pull, not push
- Do, not say
Leadership

- Pull, not push
- Do, not say
- Give, not take
I want a pony.